

**INTEGRATED NIELSEN PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 7/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Jan-94	Feb-94	Mar-94	Apr-94	May-94	Jun-94	6/11	6/18	6/25	7/2	Diff vs. wk-ago	6/11	6/18	6/25	7/2	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.07	45.55	45.64	46.12	46.54	46.67	46.56	46.62	46.70	46.64	-0.06	46.71	46.69	46.68	46.63	-0.05
PM Premium	31.00	34.90	36.15	36.40	36.50	36.98	37.52	37.76	37.48	37.73	37.90	37.93	0.03	37.67	37.67	37.72	37.76	0.07
PM Discount	10.51	10.56	8.91	9.14	9.12	9.11	9.00	8.90	9.06	8.88	8.80	8.70	-0.10	9.02	9.01	8.95	8.86	-0.12
PM Branded Discount	7.55	7.81	7.30	7.36	7.29	7.30	7.27	7.17	7.27	7.15	7.08	7.07	-0.01	7.28	7.25	7.19	7.14	-0.12
PM Private Label	2.96	2.75	1.61	1.78	1.84	1.81	1.74	1.74	1.79	1.73	1.71	1.63	-0.08	1.75	1.76	1.76	1.72	0.00
PM Assorted Promo	0.11	0.03	0.01	0.01	0.02	0.03	0.01	0.01	0.02	0.01	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.00
R.J. Reynolds	33.58	31.87	30.41	29.76	29.46	28.99	28.57	28.39	28.36	28.27	28.31	28.46	0.15	28.46	28.39	28.37	28.35	-0.19
RJR Premium	16.88	16.72	17.17	16.99	16.89	16.76	16.83	16.74	16.67	16.59	16.69	16.99	0.29	16.82	16.74	16.68	16.73	-0.13
RJR Discount	16.51	15.06	13.19	12.72	12.52	12.16	11.68	11.59	11.63	11.62	11.57	11.42	-0.15	11.58	11.58	11.63	11.56	-0.06
RJR Branded Discount	11.77	10.43	8.96	8.50	8.45	8.23	7.83	7.84	7.77	7.84	7.77	7.85	0.08	7.80	7.82	7.84	7.81	0.00
RJR Private Label	4.74	4.63	4.24	4.22	4.06	3.94	3.85	3.75	3.86	3.78	3.80	3.57	-0.23	3.79	3.76	3.79	3.75	-0.06
RJR Assorted Promo	0.20	0.09	0.05	0.06	0.04	0.07	0.06	0.06	0.05	0.06	0.05	0.06	0.01	0.06	0.06	0.06	0.06	0.00
Brown & Williamson	10.70	9.81	10.28	10.25	10.04	10.20	10.32	10.48	10.57	10.49	10.56	10.47	-0.09	10.38	10.45	10.48	10.53	0.24
B & W Premium	4.33	3.99	4.19	4.17	4.14	4.14	4.09	4.14	4.09	4.12	4.14	4.25	0.11	4.09	4.10	4.12	4.15	0.07
B & W Discount	6.37	5.82	6.09	6.08	5.90	6.06	6.23	6.34	6.48	6.37	6.42	6.22	-0.20	6.29	6.35	6.37	6.37	0.16
Lorillard	5.73	5.38	6.26	6.28	6.40	6.32	6.30	6.28	6.29	6.28	6.27	6.34	0.07	6.28	6.27	6.27	6.30	0.01
Lorillard Premium	5.70	5.25	6.00	6.01	6.10	6.01	5.97	5.97	5.99	5.96	5.95	6.04	0.09	5.97	5.95	5.95	5.99	0.02
Lorillard Discount	0.03	0.13	0.26	0.27	0.30	0.30	0.33	0.31	0.30	0.32	0.33	0.30	-0.03	0.31	0.31	0.32	0.31	-0.01
American Tobacco	5.92	5.50	6.04	6.17	6.28	6.29	6.20	6.15	6.20	6.22	6.17	6.07	-0.10	6.17	6.19	6.17	6.16	0.00
American Premium	3.29	3.04	3.18	3.16	3.16	3.13	3.12	3.10	3.10	3.08	3.07	3.10	0.03	3.12	3.11	3.10	3.09	-0.04
American Discount	2.63	2.45	2.86	3.02	3.12	3.15	3.08	3.05	3.10	3.13	3.09	2.97	-0.12	3.04	3.07	3.08	3.07	0.04
Amer Branded Discount	2.20	1.91	2.10	2.20	2.31	2.36	2.41	2.39	2.43	2.40	2.41	2.34	-0.07	2.39	2.40	2.40	2.40	0.02
Amer Private Label	0.43	0.55	0.76	0.82	0.82	0.79	0.67	0.67	0.67	0.73	0.68	0.63	-0.05	0.65	0.67	0.68	0.68	0.03
Liggett	2.31	1.82	1.82	1.83	2.02	1.95	1.94	1.89	1.88	1.95	1.87	1.90	0.03	1.87	1.88	1.89	1.90	-0.01
Liggett Premium	0.74	0.59	0.58	0.56	0.56	0.55	0.53	0.52	0.52	0.51	0.51	0.52	0.01	0.52	0.52	0.52	0.52	0.00
Liggett Discount	1.57	1.24	1.23	1.28	1.46	1.40	1.41	1.37	1.36	1.44	1.36	1.37	0.01	1.35	1.36	1.37	1.38	-0.01
Lig Branded Discount	0.36	0.27	0.34	0.36	0.35	0.36	0.34	0.30	0.28	0.31	0.32	0.32	0.00	0.29	0.29	0.30	0.30	-0.01
Lig Private Label	1.22	0.97	0.89	0.92	1.11	1.04	1.07	1.07	1.08	1.13	1.05	1.06	0.01	1.06	1.07	1.07	1.08	0.00
AVO Co.-International	0.13	0.12	0.13	0.15	0.16	0.15	0.14	0.14	0.14	0.17	0.12	0.12	0.00	0.14	0.14	0.14	0.14	0.01

1028800902

Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 7/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Jan-94	Feb-94	Mar-94	Apr-94	May-94	Jun-94	6/11	6/18	6/25	7/2	Diff vs. wk-ago	6/11	6/18	6/25	7/2	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.07	45.55	45.64	46.12	46.54	46.67	46.56	46.62	46.70	46.64	-0.06	46.71	46.69	46.68	46.63	-0.05
PM Premium-Shr Prem	50.04	54.08	53.71	54.07	54.16	54.70	55.10	55.31	55.21	55.45	55.49	55.07	-0.41	55.21	55.29	55.37	55.30	0.11
PM Discount-Shr Disc	27.88	29.91	27.34	28.09	28.08	28.25	28.32	28.16	28.31	27.91	27.82	28.04	0.22	28.50	28.36	28.18	28.02	-0.39
PM Brd Disc-Shr Brd	26.63	29.55	29.09	29.67	29.54	29.60	29.71	29.37	29.54	29.23	29.06	29.30	0.24	29.81	29.60	29.39	29.29	-0.53
PM PL-Shr PL	31.68	30.95	21.47	23.02	23.47	23.86	23.67	24.04	24.21	23.50	23.65	23.64	-0.01	24.11	24.21	24.13	23.75	0.07
Marlboro	22.04	26.63	26.92	27.29	27.39	27.90	28.46	28.86	28.52	28.90	29.06	29.01	-0.05	28.63	28.72	28.82	28.87	0.24
Red	8.04	9.79	9.75	9.90	9.94	10.11	10.02	9.98	9.88	9.97	10.06	10.14	0.08	9.91	9.91	9.94	10.01	0.06
Medium	1.37	1.62	1.54	1.53	1.54	1.55	1.55	1.56	1.56	1.56	1.57	1.56	-0.01	1.54	1.55	1.55	1.56	0.02
Lights NM	9.85	11.70	12.18	12.38	12.46	12.75	12.72	12.59	12.36	12.65	12.61	12.80	0.19	12.53	12.51	12.53	12.60	-0.07
Menthol	0.59	0.95	0.92	0.93	0.92	0.93	0.96	0.98	0.98	0.99	0.99	0.97	-0.02	0.97	0.98	0.98	0.98	0.02
Other PM Premium	9.06	8.30	9.24	9.11	9.12	9.09	9.06	8.91	8.97	8.83	8.84	8.92	0.09	9.04	8.95	8.91	8.89	-0.17
Benson & Hedges	2.53	2.39	2.59	2.56	2.60	2.64	2.61	2.51	2.60	2.51	2.46	2.45	-0.01	2.59	2.56	2.53	2.50	-0.09
Merit	2.90	2.56	2.98	2.90	2.88	2.86	2.87	2.83	2.83	2.79	2.82	2.87	0.05	2.87	2.84	2.82	2.83	-0.05
Virginia Slims	2.91	2.65	2.93	2.91	2.91	2.87	2.88	2.84	2.82	2.84	2.84	2.86	0.02	2.86	2.84	2.83	2.84	-0.04
Parliament	0.53	0.52	0.56	0.56	0.56	0.55	0.56	0.57	0.56	0.54	0.57	0.59	0.02	0.57	0.56	0.56	0.56	-0.01
Saratoga	0.12	0.11	0.12	0.12	0.11	0.11	0.10	0.11	0.11	0.11	0.10	0.11	0.01	0.10	0.10	0.10	0.11	0.01
Cambridge	2.25	1.94	1.92	1.86	1.84	1.85	1.82	1.80	1.78	1.77	1.79	1.87	0.08	1.80	1.78	1.79	1.81	-0.01
Alpine	0.52	0.44	0.43	0.42	0.43	0.42	0.41	0.42	0.41	0.41	0.41	0.43	0.02	0.41	0.41	0.41	0.42	0.01
Bristol	0.53	0.30	0.24	0.23	0.22	0.20	0.21	0.19	0.19	0.18	0.18	0.19	0.01	0.20	0.20	0.19	0.19	-0.02
Basic	4.00	4.95	4.54	4.71	4.62	4.70	4.69	4.62	4.73	4.62	4.57	4.45	-0.12	4.72	4.71	4.66	4.59	-0.09
PM Private Label	2.96	2.75	1.61	1.78	1.84	1.81	1.74	1.74	1.79	1.73	1.71	1.63	-0.08	1.75	1.76	1.76	1.72	0.00
R.J. Reynolds	33.58	31.87	30.41	29.76	29.46	28.99	28.57	28.39	28.36	28.27	28.31	28.46	0.15	28.46	28.39	28.37	28.35	-0.19
RJR Premium-Shr Prem	27.24	25.90	25.51	25.24	25.07	24.80	24.71	24.52	24.56	24.39	24.44	24.65	0.22	24.66	24.57	24.49	24.51	-0.18
RJR Discount-Shr Disc	43.78	42.65	40.48	39.07	38.53	37.71	36.74	36.65	36.35	36.52	36.59	36.81	0.21	36.58	36.48	36.61	36.57	-0.19
Brown & Williamson	10.70	9.81	10.28	10.25	10.04	10.20	10.32	10.48	10.57	10.49	10.56	10.47	-0.09	10.38	10.45	10.48	10.53	0.24
B & W Premium-Shr Prem	6.99	6.18	6.23	6.20	6.15	6.12	6.01	6.07	6.03	6.06	6.07	6.18	0.11	6.00	6.01	6.04	6.08	0.10
B & W Discount-Shr Disc	16.89	16.49	18.69	18.68	18.16	18.78	19.61	20.04	20.26	20.02	20.30	20.03	-0.27	19.85	20.00	20.04	20.15	0.52
Lorillard	5.73	5.38	6.26	6.28	6.40	6.32	6.30	6.28	6.29	6.28	6.27	6.34	0.07	6.28	6.27	6.27	6.30	0.01
Lorillard Premium-Shr Prem	9.20	8.14	8.91	8.92	9.05	8.89	8.77	8.75	8.82	8.76	8.71	8.78	0.07	8.74	8.74	8.74	8.77	0.03
Lorillard Discount-Shr Disc	0.09	0.36	0.81	0.83	0.93	0.94	1.03	0.98	0.95	1.00	1.04	0.96	-0.08	0.98	0.98	0.99	0.98	-0.03
American Tobacco	5.92	5.50	6.04	6.17	6.28	6.29	6.20	6.15	6.20	6.22	6.17	6.07	-0.10	6.17	6.19	6.17	6.16	0.00
American Premium-Shr Prem	5.32	4.72	4.72	4.69	4.69	4.63	4.58	4.53	4.56	4.53	4.50	4.50	0.00	4.58	4.57	4.54	4.52	-0.06
American Discount-Shr Disc	6.97	6.95	8.78	9.26	9.62	9.78	9.68	9.66	9.69	9.84	9.78	9.58	-0.20	9.61	9.68	9.68	9.72	0.13
Liggett	2.31	1.82	1.82	1.83	2.02	1.95	1.94	1.89	1.88	1.95	1.87	1.90	0.02	1.87	1.88	1.89	1.90	-0.01
Liggett Premium-Shr Prem	1.19	0.91	0.87	0.83	0.83	0.81	0.77	0.76	0.77	0.75	0.74	0.76	0.01	0.76	0.76	0.76	0.76	0.00
Liggett Discount-Shr Disc	4.18	3.50	3.78	3.93	4.50	4.34	4.43	4.33	4.24	4.52	4.32	4.43	0.11	4.27	4.30	4.31	4.37	-0.04

2028800902

Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 7/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	<u>Mar-93</u>	<u>Jul-93</u>	<u>Jan-94</u>	<u>Feb-94</u>	<u>Mar-94</u>	<u>Apr-94</u>	<u>May-94</u>	<u>Jun-94</u>	<u>6/11</u>	<u>6/18</u>	<u>6/25</u>	<u>7/2</u>	Diff vs. <u>wk-ago</u>	<u>6/11</u>	<u>6/18</u>	<u>6/25</u>	<u>7/2</u>	Diff vs. <u>4w-ago</u>
Marlboro	22.04	26.63	26.92	27.29	27.39	27.90	28.46	28.86	28.52	28.90	29.06	29.01	-0.05	28.63	28.72	28.82	28.87	0.24
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.00	0.00	0.63	1.11	1.10	1.10	1.17	0.96	-0.21	1.08	1.15	1.15	1.08	0.17
Winston	5.61	6.10	6.17	6.14	5.97	5.80	5.86	5.94	5.89	5.87	5.89	6.10	0.21	5.93	5.91	5.90	5.94	0.04
Winston Select	0.43	0.58	0.93	1.01	0.92	0.84	0.92	1.02	0.95	0.97	1.07	1.17	0.10	0.97	0.97	0.99	1.04	0.10
Winston Select Lights	0.00	0.07	0.55	0.60	0.54	0.47	0.51	0.56	0.52	0.54	0.58	0.65	0.07	0.53	0.54	0.54	0.57	0.05
Basic	4.00	4.95	4.54	4.71	4.62	4.70	4.69	4.62	4.73	4.62	4.57	4.45	-0.12	4.72	4.71	4.66	4.59	-0.09
Doral	4.27	4.66	4.53	4.53	4.68	4.53	4.36	4.45	4.46	4.39	4.41	4.51	0.10	4.42	4.43	4.44	4.44	0.04
GPC	4.48	4.13	4.47	4.49	4.42	4.64	4.88	5.01	5.11	5.05	5.10	4.94	-0.15	4.94	5.01	5.03	5.05	0.19
Camel	3.82	3.88	4.17	4.13	4.25	4.38	4.41	4.31	4.33	4.25	4.34	4.32	-0.02	4.36	4.32	4.31	4.31	-0.08
Camel Filters	3.08	3.21	3.51	3.46	3.61	3.74	3.76	3.66	3.67	3.61	3.69	3.66	-0.03	3.71	3.67	3.66	3.66	-0.08
Camel Special Lights	0.08	0.50	0.59	0.55	0.55	0.62	0.60	0.53	0.55	0.52	0.53	0.52	-0.01	0.57	0.55	0.54	0.53	-0.06
Camel Non-Filter	0.74	0.67	0.66	0.67	0.64	0.64	0.65	0.65	0.66	0.64	0.65	0.66	0.01	0.65	0.65	0.65	0.65	0.00
Salem	4.22	3.91	4.02	3.98	3.96	3.92	3.91	3.88	3.85	3.88	3.84	3.93	0.09	3.90	3.90	3.87	3.87	-0.05
Newport	3.24	3.17	3.72	3.82	3.90	3.84	3.84	3.88	3.90	3.87	3.87	3.95	0.09	3.84	3.85	3.86	3.90	0.07
Kool	3.27	3.01	3.11	3.11	3.09	3.11	3.07	3.13	3.10	3.11	3.14	3.19	0.05	3.08	3.10	3.11	3.14	0.07
Virginia Slims	2.91	2.65	2.93	2.91	2.91	2.87	2.88	2.84	2.82	2.84	2.84	2.86	0.02	2.86	2.84	2.83	2.84	-0.04
Merit	2.90	2.56	2.98	2.90	2.88	2.86	2.87	2.83	2.83	2.79	2.82	2.87	0.05	2.87	2.84	2.82	2.83	-0.05
Benson & Hedges	2.53	2.39	2.59	2.56	2.60	2.64	2.61	2.51	2.60	2.51	2.46	2.45	-0.01	2.59	2.56	2.53	2.50	-0.09
Monarch	2.81	2.43	2.42	2.11	2.03	2.06	1.91	1.94	1.83	1.98	1.98	1.92	-0.05	1.87	1.91	1.94	1.93	0.05
Cambridge	2.25	1.94	1.92	1.86	1.84	1.85	1.82	1.80	1.78	1.77	1.79	1.87	0.08	1.80	1.78	1.79	1.81	-0.01
Vantage	1.72	1.49	1.48	1.44	1.45	1.40	1.42	1.38	1.37	1.37	1.39	1.39	0.00	1.40	1.39	1.38	1.38	-0.04
Best Value	3.51	2.27	1.36	1.25	1.19	1.13	1.07	0.98	1.01	0.98	0.93	0.95	0.02	1.03	1.01	0.99	0.97	-0.08
Carlton	1.38	1.32	1.39	1.38	1.39	1.39	1.38	1.36	1.37	1.37	1.33	1.35	0.02	1.39	1.38	1.36	1.36	-0.03
Kent	1.28	1.15	1.13	1.08	1.07	1.05	1.01	1.00	0.99	1.00	1.01	0.99	-0.02	1.01	1.00	1.00	1.00	-0.01
Pall Mall	1.17	1.06	1.09	1.10	1.09	1.07	1.07	1.07	1.08	1.06	1.07	1.09	0.01	1.07	1.07	1.07	1.07	0.01
Misty	0.88	0.83	1.00	1.02	1.03	1.03	1.05	1.06	1.07	1.05	1.06	1.03	-0.03	1.06	1.06	1.06	1.05	0.00
Viceroy	1.05	0.93	1.00	0.97	0.95	0.93	0.91	0.89	0.91	0.88	0.90	0.84	-0.06	0.90	0.90	0.90	0.88	-0.02
Montclair	0.93	0.83	0.94	1.04	1.14	1.20	1.25	1.22	1.24	1.25	1.23	1.21	-0.03	1.22	1.23	1.22	1.23	0.01
Now	0.80	0.68	0.68	0.67	0.66	0.65	0.64	0.62	0.62	0.63	0.63	0.63	0.01	0.63	0.62	0.62	0.63	0.00
Capri	0.58	0.58	0.69	0.69	0.69	0.69	0.69	0.69	0.67	0.68	0.69	0.72	0.03	0.67	0.67	0.68	0.69	0.01
More	0.70	0.64	0.64	0.63	0.61	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.00	0.60	0.60	0.60	0.60	0.00

\* Top 25 is based on All Outlets Combined.

**0028800902**

Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 7/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Jan-94	Feb-94	Mar-94	Apr-94	May-94	Jun-94	6/11	6/18	6/25	7/2	Diff vs. wk-ago	6/11	6/18	6/25	7/2	Diff vs. 4w-ago
<b>PRIVATE LABEL</b>																		
PM PL	2.96	2.75	1.61	1.78	1.84	1.81	1.74	1.74	1.79	1.73	1.71	1.63	-0.08	1.75	1.76	1.76	1.72	0.00
RJR PL	4.74	4.63	4.24	4.22	4.06	3.94	3.85	3.75	3.86	3.78	3.80	3.57	-0.23	3.79	3.76	3.79	3.75	-0.06
American PL	0.43	0.55	0.76	0.82	0.82	0.79	0.67	0.67	0.67	0.73	0.68	0.63	-0.05	0.65	0.67	0.68	0.68	0.03
Liggett PL	1.22	0.97	0.89	0.92	1.11	1.04	1.07	1.07	1.08	1.13	1.05	1.06	0.01	1.06	1.07	1.07	1.08	0.00
Total PL	9.35	8.90	7.49	7.73	7.83	7.58	7.33	7.22	7.41	7.37	7.24	6.89	-0.35	7.24	7.27	7.31	7.23	-0.02
<b>PL Share of Segment</b>																		
PM PL	31.68	30.95	21.47	23.02	23.47	23.86	23.67	24.04	24.21	23.50	23.65	23.64	-0.01	24.11	24.21	24.13	23.75	0.07
RJR PL	50.72	52.01	56.57	54.55	51.93	51.92	52.55	51.89	52.13	51.27	52.48	51.86	-0.62	52.26	51.80	51.90	51.93	-0.57
American PL	4.59	6.16	10.10	10.56	10.45	10.47	9.15	9.25	9.10	9.89	9.38	9.14	-0.24	9.00	9.23	9.28	9.38	0.45
Liggett PL	13.01	10.88	11.86	11.87	14.15	13.75	14.63	14.82	14.56	15.34	14.50	15.36	0.87	14.64	14.76	14.69	14.94	0.05
<b>BRANDED DISCOUNT</b>																		
Basic	4.00	4.95	4.54	4.71	4.62	4.70	4.69	4.62	4.73	4.62	4.57	4.45	-0.12	4.72	4.71	4.66	4.59	-0.09
Best Value	3.51	2.27	1.36	1.25	1.19	1.13	1.07	0.98	1.01	0.98	0.93	0.95	0.02	1.03	1.01	0.99	0.97	-0.08
Monarch	2.81	2.43	2.42	2.11	2.03	2.06	1.91	1.94	1.83	1.98	1.98	1.92	-0.05	1.87	1.91	1.94	1.93	0.05
GPC	4.48	4.13	4.47	4.49	4.42	4.64	4.88	5.01	5.11	5.06	5.10	4.94	-0.15	4.94	5.01	5.03	5.05	0.19
Raleigh Extra	0.65	0.63	0.54	0.55	0.46	0.43	0.40	0.39	0.41	0.39	0.37	0.39	0.02	0.39	0.39	0.39	0.39	0.00
Doral	4.27	4.66	4.53	4.53	4.68	4.53	4.36	4.45	4.46	4.39	4.41	4.51	0.10	4.42	4.43	4.44	4.44	0.04
Cambridge	2.25	1.94	1.92	1.86	1.84	1.85	1.82	1.80	1.78	1.77	1.79	1.87	0.08	1.80	1.78	1.79	1.81	-0.01
Viceroy	1.05	0.93	1.00	0.97	0.95	0.93	0.91	0.89	0.91	0.88	0.90	0.84	-0.06	0.90	0.90	0.90	0.88	-0.02
Misty	0.88	0.83	1.00	1.02	1.03	1.03	1.05	1.06	1.07	1.05	1.06	1.03	-0.03	1.06	1.06	1.06	1.05	0.00
Montclair	0.93	0.83	0.94	1.04	1.14	1.20	1.25	1.22	1.24	1.25	1.23	1.21	-0.03	1.22	1.23	1.22	1.23	0.01
Alpine	0.52	0.44	0.43	0.42	0.43	0.42	0.41	0.42	0.41	0.41	0.41	0.43	0.02	0.41	0.41	0.41	0.42	0.01
Old Gold	0.15	0.16	0.27	0.28	0.31	0.31	0.33	0.32	0.31	0.32	0.33	0.30	-0.03	0.32	0.32	0.32	0.32	0.00
Sterling	0.55	0.53	0.26	0.24	0.21	0.19	0.18	0.16	0.15	0.16	0.16	0.17	0.01	0.16	0.16	0.16	0.16	-0.01
Bristol	0.53	0.30	0.24	0.23	0.22	0.20	0.21	0.19	0.19	0.18	0.18	0.19	0.01	0.20	0.20	0.19	0.19	-0.02
Magna	0.41	0.39	0.23	0.21	0.19	0.17	0.16	0.17	0.17	0.18	0.16	0.16	0.00	0.16	0.17	0.17	0.17	0.00
Pyramid	0.21	0.15	0.17	0.17	0.16	0.15	0.13	0.10	0.10	0.10	0.11	0.09	-0.02	0.11	0.11	0.11	0.10	-0.02
Riviera	0.12	0.09	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Bucks	0.11	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.00	0.04	0.04	0.04	0.04	0.00
Richland 20'S	0.12	0.07	0.07	0.07	0.06	0.05	0.05	0.05	0.05	0.05	0.05	0.05	-0.01	0.05	0.05	0.05	0.05	0.00
American F/Lts	0.08	0.06	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Covington	0.00	0.00	0.02	0.04	0.04	0.03	0.03	0.02	0.01	0.02	0.02	0.02	0.01	0.02	0.02	0.01	0.02	0.00
A/O Branded Discount	0.73	0.56	0.56	0.50	0.57	0.54	0.53	0.52	0.55	0.57	0.53	0.54	0.00	0.55	0.53	0.53	0.53	-0.01
Total Branded Discount	28.36	26.41	25.10	24.82	24.67	24.67	24.46	24.40	24.59	24.44	24.38	24.14	-0.23	24.42	24.49	24.46	24.39	0.04
Basic Share Of Discount	10.60	14.00	13.94	14.46	14.23	14.58	14.75	14.60	14.79	14.53	14.47	14.34	-0.13	14.90	14.83	14.67	14.53	-0.27
Total Discount Category	37.70	35.31	32.59	32.56	32.49	32.25	31.79	31.62	32.00	31.82	31.61	31.03	-0.58	31.66	31.75	31.77	31.61	0.00

Source: Nielsen Integrated Panel.

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**NIELSEN INTEGRATED DATA**  
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31				
July 2, 1994 (4WM)	<u>46.63</u>	<u>28.35</u>	<u>10.53</u>	<u>6.16</u>	<u>6.30</u>	<u>1.90</u>				
	5.00	(5.23)	(0.17)	0.24	0.57	(0.41)				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>						
Base March 1993	61.96	37.70	28.36	9.35						
July 2, 1994 (4WM)	<u>68.72</u>	<u>31.61</u>	<u>24.39</u>	<u>7.23</u>						
	6.76	(6.09)	(3.97)	(2.12)						
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>					
Base March 1993	22.04	9.06	5.61	0.43	3.82					
July 2, 1994 (4WM)	<u>28.87</u>	<u>8.89</u>	<u>5.94</u>	<u>1.04</u>	<u>4.31</u>					
	6.83	(0.17)	0.33	0.61	0.49					
<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>					
Base March 1993	4.22	1.72	0.80	3.27	3.24					
July 2, 1994 (4WM)	<u>3.87</u>	<u>1.38</u>	<u>0.63</u>	<u>3.14</u>	<u>3.90</u>					
	(0.35)	(0.34)	(0.17)	(0.13)	0.66					
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>	
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48	
July 2, 1994 (4WM)	<u>4.59</u>	<u>1.81</u>	<u>0.42</u>	<u>4.44</u>	<u>1.05</u>	<u>1.23</u>	<u>1.93</u>	<u>0.97</u>	<u>5.05</u>	
	0.59	(0.44)	(0.10)	0.17	0.17	0.30	(0.88)	(2.54)	0.57	
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>						
Base March 1993	2.96	4.74	1.22	0.43						
July 2, 1994 (4WM)	<u>1.72</u>	<u>3.75</u>	<u>1.08</u>	<u>0.68</u>						
	(1.24)	(0.99)	(0.14)	0.25						

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**NIELSEN INTEGRATED DATA**  
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base July 1993	45.50	31.87	9.81	5.50	5.38	1.82				
July 2, 1994 (4WM)	<u>46.63</u>	<u>28.35</u>	<u>10.53</u>	<u>6.16</u>	<u>6.30</u>	<u>1.90</u>				
	<b>1.13</b>	<b>(3.52)</b>	<b>0.72</b>	<b>0.66</b>	<b>0.92</b>	<b>0.08</b>				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>						
Base July 1993	64.54	35.31	26.41	8.90						
July 2, 1994 (4WM)	<u>68.72</u>	<u>31.61</u>	<u>24.39</u>	<u>7.23</u>						
	<b>4.18</b>	<b>(3.70)</b>	<b>(2.02)</b>	<b>(1.67)</b>						
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>					
Base July 1993	26.63	8.30	6.10	0.58	3.88					
July 2, 1994 (4WM)	<u>28.87</u>	<u>8.89</u>	<u>5.94</u>	<u>1.04</u>	<u>4.31</u>					
	<b>2.24</b>	<b>0.59</b>	<b>(0.16)</b>	<b>0.46</b>	<b>0.43</b>					
<u>MAJOR BRANDS</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>	<u>Kool</u>	<u>Newport</u>					
Base July 1993	3.91	1.49	0.68	3.01	3.17					
July 2, 1994 (4WM)	<u>3.87</u>	<u>1.38</u>	<u>0.63</u>	<u>3.14</u>	<u>3.90</u>					
	<b>(0.04)</b>	<b>(0.11)</b>	<b>(0.05)</b>	<b>0.13</b>	<b>0.73</b>					
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>	
Base July 1993	4.95	1.94	0.44	4.66	0.83	0.83	2.43	2.27	4.13	
July 2, 1994 (4WM)	<u>4.59</u>	<u>1.81</u>	<u>0.42</u>	<u>4.44</u>	<u>1.05</u>	<u>1.23</u>	<u>1.93</u>	<u>0.97</u>	<u>5.05</u>	
	<b>(0.36)</b>	<b>(0.13)</b>	<b>(0.02)</b>	<b>(0.22)</b>	<b>0.22</b>	<b>0.40</b>	<b>(0.50)</b>	<b>(1.30)</b>	<b>0.92</b>	
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>						
Base July 1993	2.75	4.63	0.97	0.55						
July 2, 1994 (4WM)	<u>1.72</u>	<u>3.75</u>	<u>1.08</u>	<u>0.68</u>						
	<b>(1.03)</b>	<b>(0.88)</b>	<b>0.11</b>	<b>0.13</b>						

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 7/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Jan-94	Feb-94	Mar-94	Apr-94	May-94	Jun-94	6/11	6/18	6/25	7/2	Diff vs. Wk-ago	6/11	6/18	6/25	7/2	Diff vs. 4w-ago
Philip Morris	43.22	47.59	46.89	47.57	47.62	48.03	48.51	48.57	48.51	48.54	48.34	48.37	0.03	48.77	48.72	48.62	48.44	-0.30
PM Premium	32.12	36.73	37.90	38.21	38.37	38.76	39.35	39.69	39.45	39.62	39.59	39.81	0.22	39.71	39.68	39.66	39.62	-0.06
PM Discount	11.09	10.86	8.99	9.37	9.25	9.27	9.16	8.88	9.07	8.92	8.75	8.56	-0.19	9.06	9.04	8.96	8.82	-0.24
PM Branded Discount	7.54	7.81	7.10	7.22	6.98	7.02	7.00	6.84	7.01	6.87	6.73	6.65	-0.08	6.97	6.95	6.89	6.81	-0.15
PM Private Label	3.56	3.05	1.89	2.15	2.27	2.25	2.16	2.04	2.05	2.06	2.02	1.91	-0.11	2.09	2.09	2.07	2.01	-0.09
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R.J. Reynolds	33.88	31.33	29.63	28.95	28.59	28.15	27.61	27.47	27.27	27.40	27.47	27.72	0.25	27.42	27.36	27.41	27.47	-0.06
RJR Premium	15.48	15.61	15.82	15.68	15.64	15.60	15.67	15.56	15.41	15.40	15.56	15.95	0.39	15.59	15.50	15.46	15.58	-0.08
RJR Discount	18.40	15.72	13.81	13.27	12.95	12.55	11.94	11.91	11.86	12.00	11.91	11.76	-0.15	11.83	11.85	11.94	11.88	0.01
RJR Branded Discount	11.43	9.40	8.51	7.95	7.92	7.72	7.30	7.43	7.25	7.45	7.38	7.51	0.13	7.30	7.35	7.41	7.40	0.10
RJR Private Label	6.97	6.32	5.30	5.32	5.04	4.83	4.64	4.48	4.61	4.55	4.53	4.26	-0.27	4.54	4.50	4.54	4.49	-0.08
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Brown & Williamson	11.01	9.95	10.69	10.69	10.37	10.63	10.79	10.92	11.03	10.99	11.08	10.88	-0.20	10.79	10.89	10.92	11.00	0.31
B & W Premium	4.25	3.92	4.20	4.15	4.11	4.07	4.01	4.07	3.99	4.05	4.10	4.22	0.12	3.99	4.00	4.03	4.09	0.10
B & W Discount	6.77	6.03	6.49	6.54	6.27	6.56	6.78	6.85	7.04	6.94	6.98	6.66	-0.32	6.79	6.89	6.89	6.91	0.21
Lorillard	5.74	5.36	6.34	6.25	6.38	6.28	6.28	6.32	6.36	6.31	6.30	6.39	0.09	6.29	6.28	6.30	6.34	0.06
Lorillard Premium	5.72	5.26	6.11	6.03	6.12	6.01	5.98	6.04	6.10	6.02	6.01	6.12	0.11	6.01	6.00	6.02	6.06	0.07
Lorillard Discount	0.02	0.11	0.23	0.22	0.26	0.27	0.30	0.28	0.26	0.29	0.30	0.26	-0.04	0.28	0.28	0.28	0.28	-0.01
American Tobacco	4.76	4.62	5.15	5.25	5.42	5.42	5.31	5.24	5.33	5.29	5.29	5.08	-0.21	5.28	5.30	5.28	5.25	-0.01
American Premium	2.26	2.09	2.18	2.15	2.15	2.15	2.14	2.12	2.16	2.07	2.11	2.09	-0.02	2.16	2.14	2.12	2.11	-0.04
American Discount	2.50	2.53	2.97	3.09	3.27	3.26	3.17	3.13	3.17	3.22	3.18	2.99	-0.19	3.12	3.16	3.16	3.14	0.03
Amer Branded Discount	1.97	1.80	1.96	1.99	2.17	2.22	2.31	2.28	2.33	2.28	2.33	2.19	-0.14	2.30	2.31	2.31	2.28	-0.01
Amer Private Label	0.53	0.73	1.01	1.10	1.10	1.04	0.85	0.84	0.84	0.94	0.85	0.80	-0.05	0.82	0.85	0.86	0.86	0.04
Liggett	1.37	1.09	1.25	1.24	1.56	1.45	1.46	1.43	1.42	1.41	1.45	1.50	0.05	1.40	1.39	1.41	1.45	0.00
Liggett Premium	0.42	0.34	0.32	0.28	0.28	0.28	0.26	0.25	0.27	0.24	0.24	0.24	0.00	0.26	0.25	0.25	0.25	0.00
Liggett Discount	0.95	0.75	0.93	0.96	1.28	1.17	1.20	1.18	1.16	1.17	1.21	1.26	0.05	1.14	1.14	1.16	1.20	0.00
Lig Branded Discount	0.38	0.23	0.19	0.17	0.18	0.21	0.20	0.19	0.16	0.20	0.21	0.21	0.00	0.17	0.17	0.18	0.20	0.02
Lig Private Label	0.57	0.52	0.74	0.78	1.09	0.96	1.00	0.99	0.99	0.96	1.00	1.05	0.05	0.98	0.96	0.97	1.00	-0.01
A/O Co-International	0.01	0.05	0.05	0.06	0.05	0.04	0.05	0.06	0.06	0.05	0.06	0.07	0.01	0.06	0.06	0.06	0.06	0.00

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Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 7/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Jan-94	Feb-94	Mar-94	Apr-94	May-94	Jun-94	6/11	6/18	6/25	7/2	Diff vs. Wk-ago	6/11	6/18	6/25	7/2	Diff vs. 4w-ago
Philip Morris	43.22	47.59	46.89	47.57	47.62	48.03	48.51	48.57	48.51	48.54	48.34	48.37	0.03	48.77	48.72	48.62	48.44	-0.30
PM Premium-Shr Prem	53.31	57.40	56.92	57.40	57.51	57.92	58.33	58.56	58.50	58.73	58.51	58.12	-0.39	58.59	58.67	58.67	58.46	-0.08
PM Discount-Shr Disc	27.92	30.17	26.90	28.00	27.81	28.02	28.15	27.56	27.83	27.43	27.06	27.16	0.10	28.11	27.93	27.66	27.37	-0.75
PM Brd Disc-Shr Brd	26.81	30.77	29.01	29.95	29.36	29.25	29.32	28.66	29.14	28.57	28.10	28.30	0.20	29.26	29.02	28.75	28.53	-0.81
PM PL-Shr PL	30.60	28.73	21.11	22.99	23.94	24.78	24.93	24.39	24.14	24.19	24.10	23.81	-0.29	24.83	24.84	24.54	24.06	-0.64
Marlboro	24.43	29.66	29.82	30.31	30.43	30.84	31.49	31.99	31.59	32.06	32.02	32.12	0.10	31.82	31.91	31.95	31.95	0.16
Red	9.12	11.10	10.94	11.13	11.21	11.31	11.20	11.10	10.95	11.08	11.17	11.33	0.16	11.04	11.03	11.04	11.13	0.03
Medium	1.51	1.83	1.72	1.71	1.73	1.72	1.73	1.72	1.74	1.72	1.73	1.73	0.00	1.71	1.72	1.72	1.73	0.02
Lights NM	10.91	12.94	13.39	13.70	13.76	14.04	13.91	13.73	13.41	13.81	13.64	14.05	0.41	13.67	13.63	13.65	13.73	-0.13
Menthol	0.69	1.11	1.11	1.11	1.10	1.10	1.12	1.16	1.15	1.17	1.16	1.13	-0.03	1.14	1.15	1.16	1.15	0.02
Other PM Premium	7.70	7.07	8.07	7.90	7.94	7.91	7.86	7.71	7.86	7.56	7.57	7.69	0.12	7.89	7.78	7.71	7.67	-0.22
Benson & Hedges	2.20	2.09	2.30	2.23	2.31	2.39	2.35	2.18	2.35	2.15	2.07	2.07	0.00	2.34	2.28	2.21	2.16	-0.17
Merit	2.68	2.30	2.78	2.72	2.70	2.62	2.63	2.63	2.67	2.57	2.60	2.65	0.05	2.66	2.63	2.63	2.62	-0.04
Virginia Slims	2.27	2.13	2.40	2.36	2.35	2.33	2.31	2.30	2.27	2.30	2.31	2.36	0.05	2.31	2.29	2.29	2.31	-0.01
Parliament	0.40	0.41	0.45	0.45	0.45	0.45	0.45	0.47	0.46	0.43	0.47	0.49	0.02	0.47	0.46	0.46	0.46	0.00
Saratoga	0.09	0.08	0.08	0.09	0.08	0.08	0.07	0.08	0.07	0.08	0.07	0.08	0.01	0.07	0.07	0.08	0.08	0.01
Cambridge	1.46	1.38	1.30	1.24	1.25	1.32	1.30	1.28	1.29	1.26	1.30	1.32	0.02	1.28	1.26	1.27	1.29	-0.01
Alpine	0.40	0.34	0.33	0.31	0.31	0.31	0.28	0.29	0.29	0.29	0.28	0.31	0.03	0.29	0.29	0.29	0.29	0.00
Bristol	0.51	0.30	0.23	0.21	0.20	0.18	0.19	0.17	0.18	0.16	0.16	0.18	0.02	0.19	0.18	0.17	0.17	-0.02
Basic	4.89	5.59	5.10	5.32	5.03	5.07	5.08	4.94	5.10	4.99	4.86	4.70	-0.16	5.05	5.06	5.00	4.91	-0.11
PM Private Label	3.56	3.05	1.89	2.15	2.27	2.25	2.16	2.04	2.05	2.06	2.02	1.91	-0.11	2.09	2.09	2.07	2.01	-0.09
R.J. Reynolds	33.88	31.33	29.63	28.95	28.59	28.15	27.61	27.47	27.27	27.40	27.47	27.72	0.25	27.42	27.36	27.41	27.47	-0.06
RJR Premium-Shr Prem	25.69	24.39	23.76	23.56	23.43	23.31	23.23	22.96	22.85	22.83	23.00	23.29	0.29	23.00	22.92	22.88	22.99	-0.11
RJR Discount-Shr Disc	46.31	43.66	41.32	39.68	38.92	37.93	36.69	36.95	36.42	36.88	36.83	37.34	0.51	36.71	36.63	36.86	36.86	0.03
Brown & Williamson	11.01	9.95	10.69	10.69	10.37	10.63	10.79	10.92	11.03	10.99	11.08	10.88	-0.20	10.79	10.89	10.92	11.00	0.31
B & W Premium-Shr Prem	7.05	6.12	6.30	6.24	6.15	6.08	5.95	6.00	5.91	6.01	6.06	6.16	0.10	5.89	5.91	5.96	6.04	0.15
B & W Discount-Shr Disc	17.03	16.76	19.42	19.55	18.83	19.84	20.83	21.25	21.62	21.32	21.59	21.15	-0.44	21.08	21.29	21.28	21.42	0.62
Lorillard	5.74	5.36	6.34	6.25	6.38	6.28	6.28	6.32	6.36	6.31	6.30	6.39	0.09	6.29	6.28	6.30	6.34	0.06
Lorillard Premium-Shr Prem	9.49	8.22	9.18	9.06	9.17	8.99	8.87	8.91	9.05	8.93	8.88	8.94	0.06	8.87	8.88	8.90	8.95	0.11
Lorillard Discount-Shr Disc	0.05	0.30	0.68	0.66	0.77	0.80	0.91	0.86	0.81	0.88	0.92	0.83	-0.09	0.87	0.87	0.87	0.86	-0.04
American Tobacco	4.76	4.62	5.15	5.25	5.42	5.42	5.31	5.24	5.33	5.29	5.29	5.08	-0.21	5.28	5.30	5.28	5.25	-0.01
American Premium-Shr Prem	3.75	3.26	3.27	3.24	3.22	3.22	3.17	3.12	3.20	3.07	3.11	3.05	-0.06	3.19	3.16	3.14	3.11	-0.06
American Discount-Shr Disc	6.29	7.04	8.89	9.25	9.83	9.87	9.73	9.71	9.75	9.90	9.84	9.49	-0.35	9.68	9.77	9.76	9.74	0.10
Liggett	1.37	1.09	1.25	1.24	1.56	1.45	1.46	1.43	1.42	1.41	1.45	1.50	0.05	1.40	1.39	1.41	1.45	0.00
Liggett Premium-Shr Prem	0.69	0.53	0.48	0.42	0.43	0.41	0.38	0.37	0.40	0.36	0.36	0.35	-0.01	0.38	0.37	0.37	0.37	0.00
Liggett Discount-Shr Disc	2.40	2.08	2.79	2.86	3.83	3.55	3.69	3.65	3.55	3.58	3.75	3.99	0.24	3.54	3.51	3.56	3.71	0.00

802E800902

Source: Nielsen Integrated Panel.



**INTEGRATED TOP 25 PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 7/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Jan-94	Feb-94	Mar-94	Apr-94	May-94	Jun-94	6/11	6/18	6/25	7/2	Diff vs. Wk-ago	6/11	6/18	6/25	7/2	Diff vs. 4w-ago
Marlboro	24.43	29.66	29.82	30.31	30.43	30.84	31.49	31.99	31.59	32.06	32.02	32.12	0.10	31.82	31.91	31.95	31.95	0.16
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.00	0.01	0.87	1.53	1.56	1.51	1.55	1.22	-0.33	1.53	1.63	1.60	1.46	0.19
Winston	5.16	5.89	5.65	5.71	5.48	5.34	5.35	5.49	5.37	5.42	5.47	5.76	0.29	5.42	5.41	5.42	5.51	0.12
Winston Select	0.51	0.65	1.04	1.20	1.05	0.94	1.02	1.17	1.06	1.09	1.23	1.39	0.16	1.07	1.08	1.11	1.19	0.15
Winston Select Lights	0.00	0.08	0.62	0.74	0.63	0.53	0.58	0.66	0.59	0.62	0.68	0.79	0.11	0.61	0.62	0.62	0.67	0.08
Basic	4.89	5.59	5.10	5.32	5.03	5.07	5.08	4.94	5.10	4.99	4.86	4.70	-0.16	5.05	5.06	5.00	4.91	-0.11
Doral	3.36	3.50	3.71	3.72	4.03	3.89	3.72	3.86	3.86	3.81	3.84	3.94	0.10	3.81	3.81	3.84	3.86	0.10
GPC	4.95	4.44	5.03	5.08	4.96	5.32	5.60	5.69	5.83	5.78	5.81	5.56	-0.25	5.62	5.72	5.72	5.75	0.21
Camel	4.27	4.34	4.61	4.50	4.68	4.90	4.93	4.80	4.81	4.69	4.84	4.85	0.01	4.85	4.79	4.79	4.80	-0.10
Camel Filters	3.66	3.78	4.06	3.96	4.16	4.38	4.39	4.25	4.26	4.16	4.30	4.30	0.00	4.30	4.24	4.24	4.25	-0.09
Camel Special Lights	0.12	0.62	0.75	0.66	0.66	0.78	0.75	0.65	0.67	0.62	0.65	0.63	-0.02	0.70	0.66	0.65	0.64	-0.08
Camel Non-Filter	0.61	0.55	0.54	0.55	0.52	0.52	0.54	0.55	0.55	0.53	0.55	0.55	0.00	0.55	0.55	0.55	0.55	0.00
Salern	3.70	3.33	3.47	3.47	3.46	3.42	3.42	3.35	3.32	3.39	3.29	3.38	0.09	3.38	3.38	3.34	3.35	-0.06
Newport	3.90	3.74	4.39	4.45	4.53	4.47	4.48	4.54	4.60	4.53	4.53	4.66	0.13	4.48	4.50	4.52	4.58	0.11
Kool	3.39	3.13	3.29	3.26	3.22	3.21	3.18	3.23	3.18	3.23	3.28	3.34	0.06	3.17	3.19	3.21	3.26	0.10
Virginia Slims	2.27	2.13	2.40	2.36	2.35	2.33	2.31	2.30	2.27	2.30	2.31	2.36	0.05	2.31	2.29	2.29	2.31	-0.01
Merit	2.68	2.30	2.78	2.72	2.70	2.62	2.63	2.63	2.67	2.57	2.60	2.65	0.05	2.66	2.63	2.63	2.62	-0.04
Benson & Hedges	2.20	2.09	2.30	2.23	2.31	2.39	2.35	2.18	2.35	2.15	2.07	2.07	0.00	2.34	2.28	2.21	2.16	-0.17
Monarch	4.08	3.34	3.36	2.89	2.71	2.73	2.53	2.57	2.39	2.64	2.61	2.56	-0.05	2.46	2.53	2.57	2.55	0.06
Cambridge	1.46	1.38	1.30	1.24	1.25	1.32	1.30	1.28	1.29	1.26	1.30	1.32	0.02	1.28	1.26	1.27	1.29	-0.01
Vantage	1.41	1.20	1.23	1.18	1.21	1.15	1.17	1.14	1.14	1.11	1.16	1.16	0.00	1.16	1.14	1.14	1.14	-0.04
Best Value	2.88	1.64	0.87	0.81	0.71	0.67	0.64	0.60	0.61	0.60	0.56	0.59	0.03	0.64	0.62	0.60	0.59	-0.06
Carlton	0.89	0.85	0.90	0.88	0.90	0.92	0.91	0.90	0.92	0.89	0.87	0.88	0.01	0.94	0.92	0.90	0.89	-0.04
Kent	0.88	0.81	0.78	0.73	0.73	0.70	0.66	0.65	0.65	0.65	0.66	0.63	-0.03	0.66	0.65	0.66	0.65	-0.01
Pall Mall	0.85	0.77	0.79	0.79	0.77	0.77	0.77	0.76	0.77	0.74	0.79	0.77	-0.02	0.76	0.76	0.76	0.77	0.01
Misty	0.75	0.77	0.90	0.88	0.89	0.86	0.88	0.89	0.90	0.86	0.91	0.84	-0.07	0.90	0.90	0.90	0.88	-0.02
Viceroy	0.97	0.84	0.87	0.84	0.80	0.77	0.75	0.72	0.74	0.71	0.75	0.66	-0.09	0.74	0.74	0.73	0.72	-0.02
Montclair	0.90	0.84	0.95	1.01	1.19	1.26	1.36	1.31	1.33	1.35	1.33	1.28	-0.05	1.32	1.33	1.32	1.32	0.00
Now	0.46	0.41	0.42	0.40	0.40	0.39	0.39	0.38	0.37	0.37	0.38	0.40	0.02	0.38	0.37	0.37	0.38	-0.01
Capri	0.50	0.50	0.64	0.64	0.63	0.63	0.60	0.60	0.58	0.60	0.59	0.63	0.04	0.58	0.58	0.59	0.60	0.01
More	0.47	0.43	0.43	0.42	0.40	0.40	0.40	0.40	0.40	0.41	0.40	0.39	-0.01	0.40	0.40	0.40	0.40	0.01

\* Top 25 is based on All Outlets Combined.

**6028800902**  
Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 7/2/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Jan-94	Feb-94	Mar-94	Apr-94	May-94	Jun-94	6/11	6/18	6/25	7/2	Diff vs. Wk-ago	6/11	6/18	6/25	7/2	Diff vs. 4w-ago
<b>PRIVATE LABEL</b>																		
PM PL	3.56	3.05	1.89	2.15	2.27	2.25	2.16	2.04	2.05	2.06	2.02	1.91	-0.11	2.09	2.09	2.07	2.01	-0.09
RJR PL	6.97	6.32	5.30	5.32	5.04	4.83	4.64	4.48	4.61	4.55	4.53	4.26	-0.27	4.54	4.50	4.54	4.49	-0.08
American PL	0.53	0.73	1.01	1.10	1.10	1.04	0.85	0.84	0.84	0.94	0.85	0.80	-0.05	0.82	0.85	0.86	0.86	0.04
Liggett PL	0.57	0.52	0.74	0.78	1.09	0.96	1.00	0.99	0.99	0.96	1.00	1.05	0.05	0.98	0.96	0.97	1.00	-0.01
Total PL	11.63	10.62	8.94	9.35	9.50	9.09	8.65	8.35	8.50	8.51	8.40	8.01	-0.39	8.42	8.40	8.43	8.36	-0.14
<b>PL Share of Segment</b>																		
PM PL	30.60	28.73	21.11	22.99	23.94	24.78	24.93	24.39	24.14	24.19	24.10	23.81	-0.29	24.83	24.84	24.54	24.06	-0.64
RJR PL	59.93	59.52	59.29	56.88	53.01	53.14	53.65	53.67	54.25	53.48	53.92	53.11	-0.81	53.84	53.61	53.80	53.70	-0.07
American PL	4.57	6.87	11.29	11.75	11.57	11.47	9.88	10.12	9.93	11.01	10.08	10.03	-0.05	9.75	10.11	10.15	10.27	0.66
Liggett PL	4.90	4.88	8.31	8.38	11.49	10.61	11.55	11.81	11.68	11.31	11.89	13.05	1.16	11.58	11.45	11.51	11.97	0.06
<b>BRANDED DISCOUNT</b>																		
Basic	4.89	5.59	5.10	5.32	5.03	5.07	5.08	4.94	5.10	4.99	4.86	4.70	-0.16	5.05	5.06	5.00	4.91	-0.11
Best Value	2.88	1.64	0.87	0.81	0.71	0.67	0.64	0.60	0.61	0.60	0.56	0.59	0.03	0.64	0.62	0.60	0.59	-0.06
Monarch	4.08	3.34	3.36	2.89	2.71	2.73	2.53	2.57	2.39	2.64	2.61	2.56	-0.05	2.46	2.53	2.57	2.55	0.06
GPC	4.95	4.44	5.03	5.08	4.96	5.32	5.60	5.69	5.83	5.78	5.81	5.56	-0.25	5.62	5.72	5.72	5.75	0.21
Raleigh Extra	0.63	0.60	0.51	0.54	0.43	0.41	0.37	0.38	0.42	0.39	0.36	0.39	0.03	0.37	0.39	0.38	0.39	0.03
Doral	3.36	3.50	3.71	3.72	4.03	3.89	3.72	3.86	3.86	3.81	3.84	3.94	0.10	3.81	3.81	3.84	3.86	0.10
Cambridge	1.46	1.38	1.30	1.24	1.25	1.32	1.30	1.28	1.29	1.26	1.30	1.32	0.02	1.28	1.26	1.27	1.29	-0.01
Viceroy	0.97	0.84	0.87	0.84	0.80	0.77	0.75	0.72	0.74	0.71	0.75	0.66	-0.09	0.74	0.74	0.73	0.72	-0.02
Misty	0.75	0.77	0.90	0.88	0.89	0.86	0.88	0.89	0.90	0.86	0.91	0.84	-0.07	0.90	0.90	0.90	0.88	-0.02
Montclair	0.90	0.84	0.95	1.01	1.19	1.26	1.36	1.31	1.33	1.35	1.33	1.28	-0.05	1.32	1.33	1.32	1.32	0.00
Alpine	0.40	0.34	0.33	0.31	0.31	0.31	0.28	0.29	0.29	0.29	0.28	0.31	0.03	0.29	0.29	0.29	0.29	0.00
Old Gold	0.13	0.15	0.25	0.23	0.27	0.27	0.31	0.29	0.28	0.29	0.30	0.27	-0.03	0.29	0.29	0.29	0.29	-0.01
Sterling	0.49	0.43	0.23	0.21	0.17	0.16	0.15	0.13	0.11	0.14	0.13	0.15	0.02	0.13	0.13	0.13	0.13	-0.01
Bristol	0.51	0.30	0.23	0.21	0.20	0.18	0.19	0.17	0.18	0.16	0.16	0.18	0.02	0.19	0.18	0.17	0.17	-0.02
Magna	0.47	0.38	0.26	0.23	0.20	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.00	0.18	0.18	0.18	0.18	0.00
Pyramid	0.17	0.11	0.07	0.06	0.06	0.05	0.05	0.05	0.05	0.05	0.06	0.04	-0.02	0.05	0.05	0.05	0.05	0.00
Riviera	0.14	0.10	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.00	0.03	0.03	0.03	0.04	0.00
Bucks	0.13	0.07	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.04	0.03	0.03	0.00	0.04	0.04	0.04	0.04	0.00
Richland 20'S	0.12	0.07	0.07	0.07	0.07	0.05	0.05	0.05	0.05	0.05	0.06	0.05	-0.01	0.05	0.05	0.05	0.05	0.00
American F/Lts	0.04	0.02	0.01	0.01	0.01	0.02	0.01	0.01	0.02	0.01	0.01	0.01	0.00	0.01	0.01	0.02	0.01	0.00
Covington	0.00	0.00	0.02	0.03	0.03	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Branded Discount	0.64	0.48	0.31	0.30	0.36	0.39	0.36	0.39	0.37	0.40	0.36	0.39	0.03	0.35	0.36	0.39	0.37	0.01
Total Branded Discount	28.11	25.39	24.49	24.09	23.78	24.00	23.89	23.87	24.07	24.03	23.94	23.49	-0.45	23.80	23.97	23.97	23.88	0.15
Basic Share Of Discount	12.31	15.53	15.25	15.91	15.12	15.33	15.61	15.34	15.67	15.33	15.03	14.93	-0.10	15.66	15.65	15.45	15.24	-0.35
Total Discount Category	39.73	36.00	33.43	33.44	33.28	33.09	32.53	32.22	32.57	32.54	32.34	31.50	-0.84	32.23	32.36	32.40	32.24	0.01

0123800902

Source: Nielsen Integrated Panel.

**NIELSEN WEEKLY C-STORE DATA**  
**(800 C-Stores)**

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37
July 2, 1994 (4WM)	<u>48.44</u>	<u>27.47</u>	<u>11.00</u>	<u>5.25</u>	<u>6.34</u>	<u>1.45</u>
	<b>5.22</b>	<b>(6.41)</b>	<b>(0.01)</b>	<b>0.49</b>	<b>0.60</b>	<b>0.08</b>

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base March 1993	60.26	39.73	28.11	11.63
July 2, 1994 (4WM)	<u>66.30</u>	<u>32.24</u>	<u>23.88</u>	<u>8.36</u>
	<b>6.04</b>	<b>(7.49)</b>	<b>(4.23)</b>	<b>(3.27)</b>

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base March 1993	24.43	7.70	5.16	0.51	4.27
July 2, 1994 (4WM)	<u>31.95</u>	<u>7.67</u>	<u>5.51</u>	<u>1.19</u>	<u>4.80</u>
	<b>7.52</b>	<b>(0.03)</b>	<b>0.35</b>	<b>0.68</b>	<b>0.53</b>

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base March 1993	3.90	3.39	3.70	1.41	0.46
July 2, 1994 (4WM)	<u>4.58</u>	<u>3.26</u>	<u>3.35</u>	<u>1.14</u>	<u>0.38</u>
	<b>0.68</b>	<b>(0.13)</b>	<b>(0.35)</b>	<b>(0.27)</b>	<b>(0.08)</b>

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95
July 2, 1994 (4WM)	<u>4.91</u>	<u>1.29</u>	<u>0.29</u>	<u>3.86</u>	<u>0.88</u>	<u>1.32</u>	<u>2.55</u>	<u>0.59</u>	<u>5.75</u>
	<b>0.02</b>	<b>(0.17)</b>	<b>(0.11)</b>	<b>0.50</b>	<b>0.13</b>	<b>0.42</b>	<b>(1.53)</b>	<b>(2.29)</b>	<b>0.80</b>

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base March 1993	3.56	6.97	0.57	0.53
July 2, 1994 (4WM)	<u>2.01</u>	<u>4.49</u>	<u>1.00</u>	<u>0.86</u>
	<b>(1.55)</b>	<b>(2.48)</b>	<b>0.43</b>	<b>0.33</b>

1128800902

Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**NIELSEN WEEKLY C-STORE DATA**  
**(800 C-Stores)**

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09
July 2, 1994 (4WM)	48.44	27.47	11.00	5.25	6.34	1.45
	0.85	(3.86)	1.05	0.63	0.98	0.36

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base July 1993	64.00	36.00	25.39	10.62
July 2, 1994 (4WM)	66.30	32.24	23.88	8.36
	2.30	(3.76)	(1.51)	(2.26)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base July 1993	29.66	7.07	5.89	0.65	4.34
July 2, 1994 (4WM)	31.95	7.67	5.51	1.19	4.80
	2.29	0.60	(0.38)	0.54	0.46

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base July 1993	3.74	3.13	3.33	1.20	0.41
July 2, 1994 (4WM)	4.58	3.26	3.35	1.14	0.38
	0.84	0.13	0.02	(0.06)	(0.03)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44
July 2, 1994 (4WM)	4.91	1.29	0.29	3.86	0.88	1.32	2.55	0.59	5.75
	(0.68)	(0.09)	(0.05)	0.36	0.11	0.48	(0.79)	(1.05)	1.31

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base July 1993	3.05	6.32	0.52	0.73
July 2, 1994 (4WM)	2.01	4.49	1.00	0.86
	(1.04)	(1.83)	0.48	0.13

2128800902

Source: Nielsen Integrated Panel.

Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2
Philip Morris	72	72	73	71	48	49	46	44	21	21	21	20	20	20	20	20	41	38	40	42
PM Premium	71	69	71	70	46	46	44	41	14	14	14	13	18	18	19	18	41	38	40	42
PM Discount	25	25	23	22	14	13	11	10	11	12	12	11	4	4	4	4				
PM Brd Disc	25	25	23	22	14	13	11	10	11	12	12	11	4	4	4	4				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	64	64	64	65	45	46	43	40	6	6	5	6	0	0	1	0	41	37	39	42
Red	41	40	36	32	39	38	34	30	5	4	3	4	0	0	1	0				
Medium	34	33	32	26	33	32	30	24	3	4	3	3	0	0	0	0				
Lights (NM)	42	41	40	35	40	40	39	34	5	4	3	4	0	0	0	0				
Menthol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
PM Other Premium	7	5	7	5	1	0	1	1	8	8	9	7	18	18	18	18				
Benson & Hedges	19	18	18	18	1	1	1	1	3	3	3	3	17	17	17	16				
Merit	7	8	8	7	0	0	0	0	4	5	5	5	3	3	3	3				
Virginia Slims	4	4	5	5	0	0	0	0	3	4	4	4	0	0	0	0	1	1	1	2
Parliament	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	14	12	10	10	8	7	6	5	4	3	3	3	3	3	3	3				
Alpine	2	2	2	2	0	0	1	1	0	0	0	0	2	2	2	1				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Basic	15	16	15	14	9	8	7	6	9	11	10	9	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J. Reynolds	75	77	77	75	23	24	26	26	38	37	38	36	57	55	53	53	32	39	38	34
Rjr Premium	73	75	75	73	19	18	20	20	38	37	38	36	48	48	48	48	32	39	38	34
Rjr Discount	30	30	31	31	9	11	12	12	0	0	0	0	24	23	22	23				
Brown & Williamson	34	35	35	37	10	10	11	11	3	4	5	6	28	29	27	28	1	1	1	1
B & W Premium	25	25	26	28	10	10	11	11	1	3	4	5	17	17	16	18	1	1	1	1
B & W Discount	18	18	18	18	0	0	0	0	2	2	1	1	18	18	18	18				
Lorillard	48	49	47	45	0	0	0	0	5	5	6	6	46	47	45	44				
Lorillard Premium	46	47	46	44	0	0	0	0	5	5	6	6	44	45	43	42				
Lorillard Discount	9	10	10	9	0	0	0	0	0	0	0	0	9	10	10	9				
American Tobacco	31	34	34	34	5	3	4	4	7	10	11	12	28	28	28	27	1	1	1	1
American Premium	14	12	12	11	1	1	1	1	1	1	1	1	12	11	11	10	1	1	1	1
American Discount	26	29	30	30	4	2	2	3	6	9	10	12	22	23	23	22				
Liggett	6	6	6	6	1	1	1	2	0	0	0	0	5	6	5	5				
Liggett Premium	4	4	4	5	1	1	1	2	0	0	0	0	3	3	3	3				
Liggett Discount	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				

**8128800902**

Note: Money off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2
Marlboro	64	64	64	65	45	46	43	40	6	6	5	6	0	0	1	0	41	37	39	42
Winston	65	64	67	66	4	5	9	4	30	30	32	30	41	39	40	39	25	26	26	22
Winston Select	51	49	53	52	4	5	9	11	26	26	30	28	32	32	33	31				
Winston Select Lights	46	46	49	49	4	5	8	10	23	23	26	25	30	30	31	29				
Winston Less Select	39	38	37	38	0	0	0	0	5	6	5	6	14	12	13	13				
Basic	15	16	15	14	9	8	7	6	9	11	10	9	0	0	0	0				
GPC	14	14	13	14	0	0	0	0	0	0	0	0	14	14	13	14				
Camel	48	54	53	51	16	15	14	12	21	19	17	17	16	16	18	16	21	30	30	29
Camel Filter	39	36	36	33	16	15	14	12	21	19	17	17	16	16	18	16				
Camel Wides	3	3	4	4	0	0	0	0	1	1	1	0	2	2	3	3				
Camel Special Lights	33	30	30	28	15	13	12	11	13	13	11	9	15	14	15	14				
Camel Non Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Newport	21	21	21	21	0	0	0	0	5	5	6	6	17	16	15	15				
Doral	24	23	22	23	3	3	4	4	0	0	0	0	22	20	20	20				
Salem	2	3	3	4	0	0	0	0	1	1	0	0	1	2	2	3				
→ Kool	16	16	17	18	3	3	4	4	0	0	0	0	12	13	14	15	1	1	1	1
Monarch	8	9	12	12	6	8	9	9	0	0	0	0	2	2	3	3				
Merit	7	8	8	7	0	0	0	0	4	5	5	5	3	3	3	3				
Cambridge	14	12	10	10	8	7	6	5	4	3	3	3	3	3	3	3				
Benson & Hedges	19	18	18	18	1	1	1	1	3	3	3	3	17	17	17	16				
Virginia Slims	4	4	5	5	0	0	0	0	3	4	4	4	0	0	0	0	1	1	1	2
Vantage	7	6	6	5	0	0	0	0	1	1	0	0	6	6	5	5				
Montclair	16	17	18	18	3	2	2	2	4	6	6	7	12	12	13	12				
Viceroy	4	4	4	3	0	0	0	0	1	1	0	0	3	3	3	2				
Carlton	13	12	12	11	1	1	1	1	1	1	1	1	12	11	11	10	1	1	1	1
Misty	18	19	21	21	1	0	0	1	1	3	4	7	16	16	17	16				
Kent	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Raleigh Extra	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4				
Capri	16	15	16	16	7	8	7	7	1	3	4	5	9	8	8	7				
True	1	1	1	1	0	0	0	0	0	0	0	0	1	0	1	1				
More	1	0	1	1	0	0	0	0	0	0	0	0	1	0	1	1				

2060083214

Note: Money off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2	6/11	6/18	6/25	7/2
<b>PRIVATE LABEL</b>																				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
American PL	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Liggett PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total PL	3	2	3	3	0	0	0	0	0	0	0	0	2	2	2	2				
Basic	15	16	15	14	9	8	7	6	9	11	10	9	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	8	9	12	12	6	8	9	9	0	0	0	0	2	2	3	3				
GPC	14	14	13	14	0	0	0	0	0	0	0	0	14	14	13	14				
Haleigh Extra	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4				
Doral	24	23	22	23	3	3	4	4	0	0	0	0	22	20	20	20				
Cambridge	14	12	10	10	8	7	6	5	4	3	3	3	3	3	3	3				
Viceroy	4	4	4	3	0	0	0	0	1	1	0	0	3	3	3	2				
Misty	18	19	21	21	1	0	0	1	1	3	4	7	16	16	17	16				
Montclair	16	17	18	18	3	2	2	2	4	6	6	7	12	12	13	12				
Alpine	2	2	2	2	0	0	1	1	0	0	0	0	2	2	2	1				
Old Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Storling	2	3	2	2	0	0	0	0	0	0	0	0	2	3	2	2				
Bristol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Magna	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Pyramid	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Riviera	2	2	2	2	0	0	0	0	0	0	0	0	1	1	1	2				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20'S	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American F/Lts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	57	57	60	57	22	22	22	21	16	19	20	21	47	47	46	44				
Total Discount	57	58	60	58	22	22	22	21	16	20	20	22	47	47	46	44				

2060083215

Note: Money off includes: IRC and Buy Down Stickers. Others include: Refund Offers, Sweepstakes, and Mail In Offer.

**NIELSEN PRICING AUDIT**  
**NET PACK PRICES - 7/2/94**

	APR 9 1994	APR 16 1994	APR 23 1994	APR 30 1994	MAY 7 1994	MAY 14 1994	MAY 21 1994	MAY 28 1994	JUN 4 1994	JUN 11 1994	JUN 18 1994	JUN 25 1994	JUL 2 1994	DIFF VS WAGO
PREMIUM	\$1.91	\$1.90	\$1.91	\$1.90	\$1.93	\$1.92	\$1.92	\$1.93	\$1.92	\$1.92	\$1.92	\$1.92	\$1.91	-\$0.01
MARLBORO	\$1.91	\$1.91	\$1.91	\$1.91	\$1.93	\$1.93	\$1.93	\$1.93	\$1.92	\$1.93	\$1.92	\$1.92	\$1.92	\$0.00
WINSTON	\$1.90	\$1.89	\$1.90	\$1.89	\$1.92	\$1.92	\$1.91	\$1.92	\$1.92	\$1.92	\$1.92	\$1.91	\$1.90	-\$0.01
DIFFERENCE	\$0.02	\$0.02	\$0.01	\$0.02	\$0.02	\$0.01	\$0.02	\$0.01	\$0.01	\$0.01	\$0.01	\$0.01	\$0.02	\$0.01
CAMBRIDGE	\$1.53	\$1.54	\$1.53	\$1.53	\$1.56	\$1.55	\$1.55	\$1.55	\$1.55	\$1.56	\$1.55	\$1.55	\$1.56	\$0.01
DORAL	\$1.46	\$1.47	\$1.48	\$1.47	\$1.50	\$1.49	\$1.49	\$1.49	\$1.49	\$1.49	\$1.50	\$1.49	\$1.48	-\$0.01
BASIC	\$1.53	\$1.53	\$1.53	\$1.54	\$1.56	\$1.56	\$1.55	\$1.55	\$1.56	\$1.56	\$1.56	\$1.56	\$1.55	-\$0.01
RJR PRIVATE LABEL	\$1.33	\$1.34	\$1.34	\$1.35	\$1.36	\$1.36	\$1.36	\$1.35	\$1.36	\$1.36	\$1.37	\$1.36	\$1.32	-\$0.04
BEST VALUE	\$1.42	\$1.43	\$1.41	\$1.41	\$1.43	\$1.42	\$1.41	\$1.40	\$1.43	\$1.41	\$1.43	\$1.44	\$1.42	-\$0.02
MONARCH	\$1.48	\$1.48	\$1.48	\$1.47	\$1.51	\$1.50	\$1.50	\$1.50	\$1.49	\$1.49	\$1.48	\$1.48	\$1.48	\$0.00
GFC	\$1.42	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$1.41	\$1.40	\$1.40	\$1.40	\$1.41	\$1.39	-\$0.02
ALL AMERICAN VALUE	\$1.50	\$1.48	\$1.45	\$1.48	\$1.52	\$1.48	\$1.44	\$1.39	\$1.46	\$1.47	\$1.51	\$1.54	\$1.46	-\$0.08
LOWEST PRIVATE LABEL	\$1.34	\$1.35	\$1.35	\$1.36	\$1.36	\$1.36	\$1.36	\$1.36	\$1.35	\$1.36	\$1.37	\$1.36	\$1.35	-\$0.01
LOWEST BRND DISC (NEW)	\$1.38	\$1.38	\$1.39	\$1.39	\$1.41	\$1.40	\$1.40	\$1.40	\$1.40	\$1.40	\$1.40	\$1.39	\$1.38	-\$0.01
LOWEST DISCOUNT	\$1.33	\$1.33	\$1.34	\$1.33	\$1.35	\$1.35	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34	\$1.34	\$1.33	-\$0.01
MARLBORO														
% GAP	44.2%	43.9%	43.2%	43.5%	43.3%	43.1%	43.8%	43.8%	43.3%	43.2%	43.4%	43.3%	44.4%	1.1%
\$ GAP	\$0.59	\$0.58	\$0.58	\$0.58	\$0.58	\$0.58	\$0.59	\$0.59	\$0.58	\$0.58	\$0.58	\$0.58	\$0.59	\$0.01

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CS Pricing



**NIELSEN PRICING AUDIT**  
**NET CARTON PRICES - 7/2/94**

	APR 9 1994	APR 16 1994	APR 23 1994	APR 30 1994	MAY 7 1994	MAY 14 1994	MAY 21 1994	MAY 28 1994	JUN 4 1994	JUN 11 1994	JUN 18 1994	JUN 25 1994	JUL 2 1994	DIFF VS WAGO
PREMIUM	\$16.27	\$16.31	\$16.26	\$16.27	\$16.37	\$16.39	\$16.41	\$16.35	\$16.38	\$16.40	\$16.36	\$16.36	\$16.33	-\$0.03
MARLBORO	\$16.33	\$16.33	\$16.29	\$16.31	\$16.42	\$16.44	\$16.47	\$16.40	\$16.45	\$16.48	\$16.41	\$16.43	\$16.44	\$0.01
WINSTON	\$16.25	\$16.28	\$16.24	\$16.25	\$16.36	\$16.34	\$16.38	\$16.33	\$16.34	\$16.37	\$16.35	\$16.29	\$16.23	-\$0.06
DIFFERENCE	\$0.08	\$0.06	\$0.05	\$0.06	\$0.06	\$0.09	\$0.10	\$0.08	\$0.11	\$0.11	\$0.07	\$0.14	\$0.21	\$0.07
CAMBRIDGE	\$13.66	\$13.69	\$13.71	\$13.70	\$13.82	\$13.83	\$13.93	\$13.79	\$13.86	\$13.91	\$13.89	\$13.91	\$13.88	-\$0.03
DORAL	\$12.87	\$12.88	\$12.83	\$12.83	\$12.96	\$13.01	\$13.04	\$12.92	\$13.01	\$13.03	\$12.99	\$12.90	\$12.95	\$0.05
BASIC	\$13.32	\$13.34	\$13.29	\$13.33	\$13.51	\$13.51	\$13.48	\$13.50	\$13.55	\$13.54	\$13.54	\$13.51	\$13.52	\$0.01
RJR PRIVATE LABEL	\$12.10	\$12.13	\$12.17	\$12.22	\$12.13	\$12.24	\$12.26	\$12.14	\$12.17	\$12.23	\$12.10	\$12.01	\$12.20	\$0.19
BEST VALUE	\$12.65	\$12.86	\$12.65	\$12.83	\$12.65	\$12.73	\$12.62	\$12.65	\$12.74	\$12.54	\$12.57	\$12.52	\$12.50	-\$0.02
MONARCH	\$12.89	\$12.91	\$12.84	\$12.95	\$12.99	\$13.22	\$13.13	\$13.01	\$13.17	\$13.11	\$13.20	\$13.02	\$12.96	-\$0.06
GFC	\$12.14	\$12.17	\$12.03	\$12.02	\$12.11	\$12.24	\$12.20	\$12.20	\$12.22	\$12.15	\$12.21	\$12.15	\$12.21	\$0.06
ALL AMERICAN VALUE	\$13.64	\$13.44	\$13.76	\$13.44	\$13.37	\$13.24	\$13.26	\$13.44	\$13.48	\$13.41	\$13.50	\$13.38	\$13.36	-\$0.02
LOWEST PRIVATE LABEL	\$11.65	\$11.64	\$11.69	\$11.63	\$11.57	\$11.77	\$11.80	\$11.67	\$11.70	\$11.78	\$11.67	\$11.67	\$11.76	\$0.09
LOWEST BRND DISC (NEW)	\$12.06	\$12.09	\$12.02	\$12.04	\$12.17	\$12.22	\$12.19	\$12.07	\$12.15	\$12.17	\$12.17	\$12.12	\$12.13	\$0.01
LOWEST DISCOUNT	\$11.59	\$11.66	\$11.55	\$11.58	\$11.70	\$11.75	\$11.76	\$11.63	\$11.71	\$11.72	\$11.72	\$11.67	\$11.71	\$0.04
MARLBORO														
% GAP	40.9%	40.1%	41.1%	40.9%	40.4%	39.9%	40.1%	41.0%	40.5%	40.6%	40.1%	40.8%	40.4%	-0.4%
\$ GAP	\$4.74	\$4.67	\$4.74	\$4.73	\$4.72	\$4.69	\$4.72	\$4.77	\$4.74	\$4.76	\$4.70	\$4.76	\$4.73	-\$0.03

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Supr pricing